



# County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA  
Chief Executive Officer

May 6, 2014

To: Supervisor Don Knabe, Chairman  
Supervisor Gloria Molina  
Supervisor Mark Ridley-Thomas  
Supervisor Zev Yaroslavsky  
Supervisor Michael D. Antonovich

From: William T Fujioka  
Chief Executive Officer

Board of Supervisors  
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First District  
  
MARK RIDLEY-THOMAS  
Second District  
  
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Third District  
  
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MICHAEL D. ANTONOVICH  
Fifth District

## 2014 CESAR E. CHAVEZ COMMUNITY SERVICE WEEK RESULTS

On January 28, 2014, on motion by Board Chairman Don Knabe and Supervisor Gloria Molina, your Board proclaimed Cesar E. Chavez Community Service Week (Cesar Chavez Week) from March 25 through March 31 with the theme "Service to Others."

### SUMMARY

Cesar Chavez Week continues to be a highly worthwhile event for non-profits, County departments, and employees. It provides employees the opportunity to learn about non-profit organizations and departments in the County of Los Angeles. Additionally, and most importantly, it provides our employees with the opportunity to give back to their community and showcase public service in the spirit of Cesar Chavez.

Some key figures:

Item	Final Count
Volunteer Employees From 29 LA County Departments	498
16 Non-profit Agencies at the Following Sites	32
3 LA County Departments at the Following Sites	13
Pounds of Food Donated to the LA Regional Food Bank (LA Food Bank)	11,312
Food Drive Donations to the LA Food Bank	\$1,673

*"To Enrich Lives Through Effective And Caring Service"*

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Enhanced marketing efforts lead to increased turnout in various areas. Of particular note is the 263.5 percent increase in food donated compared to the amount of food that was donated last year, and we would like to recognize that this was a direct result of the efforts lead by the Sheriff's Department.

We also recognize and commend our County Military and Veterans Affairs, Parks and Recreation, and the Public Library Departments for participating as volunteer opportunity sites and for providing educational information and special activities.

The Office of Workplace Programs (WPP) received emails from non-profit organizations, and also conducted a survey and a debriefing at the end of the 2014 campaign, where WPP received feedback from department coordinators, employees and department staff. WPP will work on implementing several recommendations to further improve the overall volunteer experience for Cesar Chavez Week in 2015.

## **MARKETING CAMPAIGN**

As part of the Board's directive, WPP conducted a comprehensive marketing campaign to promote volunteer opportunities for Cesar Chavez Week. This included working with County departments to coordinate and support Cesar Chavez Week, expanding the list of volunteer opportunities with an emphasis on non-profit agencies, distributing the list to all County departments, and working with the CEO Public Information Office (PIO) to promote awareness among County employees and the public.

WPP worked closely with the PIO to publicize the free Cesar Chavez Week arts and cultural events to the public. The information was shared through the media, the County website, and marketing materials including posters and flyers. KABC Channel 7, Channel 34, Channel 52 and the USC/Annenberg News newspaper provided coverage of Cesar Chavez Week.

In addition, Cesar Chavez Week was promoted through countywide e-mail blasts, department newsletters, bulletin boards, the County internet, and Cesar Chavez coordinators who distributed packets in their respective departments. WPP held a training meeting for the Cesar Chavez coordinators on January 30, 2014, to explain the process and address issues. WPP also worked with the LA Food Bank to implement the online food drive and food donations by County employees.

## **NON-PROFITS AND DEPARTMENTS**

The following 16 non-profits and 3 County departments participated, offering multiple volunteer opportunities throughout Los Angeles County:

- American Diabetes Association
- American Lung Association
- Asian Youth Center
- Boys and Girls Club of Burbank
- Brotherhood Crusade
- Catholic Charities
- Harbor Interfaith Shelter
- Human Services Association
- LA Regional Food Bank (LA Food Bank)
- March of Dimes
- MEND
- Operation Gratitude
- The Center Long Beach
- Val Verde Sheriff's Youth Activity League
- YMCA - East Los Angeles
- Youth Collective Speak – Project Youth Green
- County Department of Animal Care and Control
- County Department of Military and Veterans Affairs
- County Department of Parks and Recreation

## **FEEDBACK FROM NON-PROFITS**

WPP received 14 emails from 11 non-profits that expressed their gratitude and appreciation for the volunteers who assisted them in their mission. They all praised LA County's efforts and noted their commitment to participate again in this worthy event next year.

## **FEEDBACK FROM COORDINATORS**

During the debriefing, the Sheriff's Department was recognized for their extraordinary accomplishment with their department's food drive donations to the LA Food Bank. Of the total amount of food that was donated, 96 percent was raised by the Sheriff's Department. We commend Sheriff John Scott and note the active leadership role by Commander Henry M. Romero, Law Enforcement Technician and Cesar Chavez Coordinator Lisa D. La Piana, and the entire Sheriff's Department for their support. Commander Romero and Law Enforcement Technician La Piana reported that engaging their departmental administration was a key to their success.

The CEO PIO reviewed media coverage and provided excellent footage from various news channels.

In the area of process improvement, coordinators noted that they would like to see other items included in the List of Opportunities such as dress attire, parking instructions, and meeting area at participating sites. In addition, there was a unanimous request for a comprehensive, automated online process.

## COUNTYWIDE SURVEY RESULTS

WPP used an online survey tool and 100 responses were received with a distribution that was evenly spread between department coordinators and employees. In addition, the feedback portion was able to capture comments on nearly all of the participating sites. The results are summarized below.

Process Rating	Application	Confirmation	} % of Total Responses
Excellent	52%	56%	
Very Good	28%	24%	
Good	19%	15%	
Needs Improvement or Unsatisfactory	1%	5%	

Volunteers and coordinators found the application itself to be mostly clear, but would like to see an online registration and confirmation process - one that alerts their supervisor once the employee has submitted the request to volunteer. Many respondents noted the need for a receipt confirming the volunteer's participation immediately after the supervisor's approval; and to automatically stop taking registrations for a site that has reached its maximum limit of registrants.

Coordinators Rating	% of Total Responses
Outstanding	51%
Very Good	34%
Competent	12%
Needs Improvement or Unsatisfactory	3%

Overall, the coordinators' efforts were very much appreciated. Their work was described as helpful, informative, engaged, dynamic and responsive. Many volunteers relied on their coordinators for information in all aspects of the event.

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Sites Rating	% of Total Responses
Excellent	62%
Very Good	23%
Good	9%
Needs Improvement	1%
Not Rated	5%

Overall, employees enjoyed participating in Cesar Chavez Week and were happy to be able to give back to the community. Some interests and reasons for participating were: great programs and services; and an opportunity to participate in a very rewarding and satisfying experience. LA County employees' motivation and enthusiasm was evident from their work and comments.

Sources	% of Total Responses
Email From a Coordinator	53%
From a County Employee	28%
Web Site	8%
Poster	2%
Other	9%

Overall, the departments' coordinators remain the primary source of information for this event.

If you have any questions, please contact Loreto Maldonado at (213) 974-2495 or [lmaldonado@ceo.lacounty.gov](mailto:lmaldonado@ceo.lacounty.gov).

WTF:SHK:MLM  
BM:mr

c: Cesar Chavez Coordinators